

**ABSTRACT OF THE DISCLOSURE**

Disclosed herein are compositions comprising at least one fluorescent dye and at least one particular associative polymer, processes using this composition, and a device therefor. Further disclosed herein is the use of a composition comprising at least one fluorescent dye and at least one particular associative polymer for dyeing a human keratin material, such as artificially dyed or pigmented hair and dark skin, with a lightening effect.